**Question:** **Given the provided data, what are three conclusions that we can draw about crowdfunding campaigns?**

**Answer**: Theater campaigns, as well as film/video ('documentary' sub-category) and music ('rock' sub-category) were very popular at the time of data backup, but theater has around 50% success rate, while 'rock' has 58%. 'World music' is quite unpopular but have 100% success rate so far with quite a big number of backers, so seems to be perspective (though there are too few cases for them to predict). Interesting combination is for 'Technology' with 'web' sub-category: it has 72% success rate with quite high backers count (having middle (not too high and not too low) value of donations average and number of campaigns).

Also, we can say that the 'most successful' goal ranges are [15000;24999] and [30000;34999], as they have 100% success rate, even though this conclusion is not so reliable as too few campaigns belong here. I like 83% for [1000;4999] a little more, as it's high enough with high number of campaigns in this range. Goals starting 35000 tend to have lower chances to be successful the higher is the goal.

Success is mostly not affected by the time of year, except the mid-summer: higher chances to have backers’ attention in July with rapid decrease in August (is it due to vacation time?)

**Question: What are some limitations of this dataset?**

**Answer:**

- the latest year here is 2020, so the data are outdated and are not reliable

- there is different currency, so it's not accurate to compare average donation, pledged and goal values within different currencies. They all should be converted to a standard currency using an appropriate exchange rate, so that they are comparable

- there are plenty of outliers (based on backers count), which can lead us to false conclusions. Are those outliers a separate segment?

- there is a limited number of coutries (e.g., no France or Spain). it's better to have all the countries involved to omit biases

- We have lots of records for theatre and music to analyze those properly, but not so much for the rest and too few for some of them, which makes decision not so reliable

**Question: What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

**Answer:**

- we can add a table and respectively chart with a percentage of successful campaigns out of total campaigns to understand the rate instead of count (we have very different count of campaigns per category and count does not represent a rate) and compare it with count of campaigns to be understand how reliable the rate is

- we can also check backers count and average funding per category (table and or graph) to understand which categories attract the most backers and which backers are most generous

- we can check dependency of success from staff\_picked and spolight by adding tables and or graphs with (outcome; % of staff\_picked=true) and (outcome; % of spolight=true) respectively

- we can also analyse what categories are most popular per country by adding table and or graph with (country; success rate for the category)

**Question: Use your data to determine whether the mean or the median better summarizes the data.**

**Answer:**

There is a pretty big difference between mean and median, so it's worth to use median to summarize data. This is because the median is less sensitive to outliers, which can skew the mean and potentially provide a misleading representation.

**Question: Use your data to determine if there is more variability with successful or unsuccessful campaigns. Does this make sense? Why or why not?**

**Answer:** As we can see the variance and respectively standard deviation are higher for successful campaigns, which means that there is more variability for successful campaigns. As far as we are talking about variability of backers, then this totally makes sense due to the more backers we have the more chances for a case to be successful. Even though for some campaigns could be enough mid/low number of backers for reaching their goal. Extremely successful case could attract extra backers that can shift data into higher number of backers, which is unlikely for unsuccessful campaigns, that most likely attract medium/low number of backers.